

## FCC 388

### DTV Quarterly Activity Station Report

#### Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must be submitted for each quarter in which a station has DTV Transition education obligations.

#### Station Call Sign(s)

Report reflects information for quarter ending (mm/dd/yy)

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Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)
 ☒ Option Two (B and D)
 ☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes
 ☐ No

#### Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes
 ☐ No

If YES, complete only one form for both. If NO, complete a form for your Analog channel and a second for your primary Digital stream.

Call Sign  WRDW-TV	Channel Numbers Analog <u>12</u> <input checked="" type="checkbox"/> Digital <u>31</u> <input checked="" type="checkbox"/>	Community of License									
		City	State	County	Zip Code						
		Augusta	GA	Richmond	30903						
Licensee Gray Television Licensee											
Above, check the Channel Number(s) to which this form applies.		Nielsen DMA 114	World Wide Web Home Page Address www.wrdw.com								
Facility ID Number 73937	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)									
		<table border="1"> <tr> <td>04</td> <td>0</td> <td>1</td> <td>20</td> <td>1</td> <td>3</td> </tr> </table>				04	0	1	20	1	3
04	0	1	20	1	3						

**Section B (For broadcasters electing Option Two)**

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

**Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter**

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

64

Total 5:00 a.m. to 1:00 a.m. CSTs

26\*

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

12

Total 6:00 a.m. to 9:00 a.m. CSTs

9\*

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

16

Total 6:00 p.m. to 11:35 p.m. CSTs

14\*

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m. (must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

Total 5:00 p.m. to 10:35 p.m. CSTs

Comments (add additional sheets where necessary):

\*In addition to the 26 total, etc., ID's that aired; crawls ran continuously in rotation in the 5:00A-9:00A morning news block. They also ran continuously in rotation between 5:10 & 5:30P in our First @ Five News.

### 30 Minute Educational Programs - Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

N/A

Comments (add additional sheets where necessary):

**100 -Day Countdown Eligible Pieces - Last Quarter** Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown To DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

\_\_\_\_\_ *Graphic Displays*

\_\_\_\_\_ *Animated Graphics*

\_\_\_\_\_ *Graphic and Audio Displays*

\_\_\_\_\_ *Longer Form Reminders*

Comments (add additional sheets where necessary):



**Section D (For all broadcasters)**

**Additional DTV On-air Initiatives - Last Quarter** Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter? The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):  
**See attached.**

**Station Website Additional Activity Related to the DTV Transition - Last Quarter**

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):  
**See attached.**

**Additional DTV Outreach Efforts -- Last Quarter** Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):  
**See attached**

☐ Community Events

Comments (add additional sheets where necessary):

☒ Other (describe)

Comments (add additional sheets where necessary):  
**See attached**

**This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.**

Comments (add additional sheets where necessary):

Attachment for FCC Form 388

Additional DTV On Air Initiatives - Last Quarter:

2/18/08: Jeff Anderson, WRDW-TV News 12 On Your Side Reporter, was on our side about the digital transition and how to cope, with a VOB in the 5:00PM and a package in the 6:00PM. The story also ran on 2/19/08 in the 6AM hour of the morning show.

Station Website Additional Activity Related to the DTV Transition - Last Quarter

Click on [www.wrdw.com/digital](http://www.wrdw.com/digital) and you will find a "Countdown to DTV Transition," days, hours, minutes and seconds. There are also included Digital TV FAQ including: What is digital television (DTV)?; What is analog television?; What are the benefits of digital television?; What is the digital TV transition?; Will I need a new TV?; How do I get a set-top converter box for my analog television?; etc.

Additional DTV Outreach Efforts - Last Quarter

Speaking Engagements:

John Ray, President/GM, WRDW-TV, gave an hour-long presentation on the upcoming transition to the Augusta Exchange Club on Thursday, January 24.

John Ray, President/GM, WRDW-TV, gave an hour-long presentation on the upcoming transition to the Augusta Rotary Club on Monday, March 3.


Other:

Taped a DTV Message with Congressman Paul Broun.

John Ray, President/GM, WRDW-TV, made a presentation to the employees of WRDW-TV on the Digital Transition explaining what it is and how it will affect the station.

## STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing  John Ray	Typed or Printed Title of Person Signing  President/GM
Signature 	Date  4/3/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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